

Virginia Green Application

Travel & Business Associations

http://www.deq.virginia.gov/p2/virginiagreen/travel_orgs.html



Travel & Business Associations are the convention & visitors bureaus, the hotel and B&B associations, tourism boards and divisions, chambers of commerce, and any other tourism-related organizations who want to help promote Virginia Green!

Travel & Business Associations are making a voluntary commitment to promote Virginia Green to their customers, members, and staff – and to encourage them to frequent and use Virginia Green facilities for their overnight stays, conferences, events, dining, etc. If the organization has an office we require that they practice the basic Virginia Green pollution prevention techniques at their own facilities.

To Join – 3 Easy Steps

- 1) **Fill Out This Application.** Email or mail the completed checklist to Virginia DEQ at the address listed at the end of the application.
- 2) **Virginia Green Profile.** We will then draft a “profile” of your facility from the information that you submit to us. Once you have approved of the profile, you will officially be a **Virginia Green facility**; and your profile will go on our website. You are required to post this profile in your facility where guests can read about your environmental commitments.
- 3) **Promote Yourself as Virginia Green.** We will send you a certificate and window decals for display and encourage you to use the logo on your website, signage, and any printed materials.

Core Activities are the minimum requirements for Virginia Green. All facilities applying to be accepted into the program must indicate that they meet these general requirements. *Only those applicants that provide additional detail below will be considered for the program. Make sure that any grey text field that is marked **(required for Virginia Green)** is filled in or your application will not be approved.*

We Pledge that we: (click or mark (X) the box next to the techniques that your facility uses)

☐ **Support Virginia Green!** This is the basic pledge that you are making – simply to promote the efforts of Virginia Green to your clients, members, and staff and encourage them to join or do business with Virginia Green participants.

☐ **Hold Green Meetings and Conferences.** Even if you do not have a facility or office space, all organizations have meetings of some type, and it is the perfect time to show your support of this effort! At a minimum, recycling opportunities should be provided and efforts should be made to reduce the use of disposable food service products.

This is the basic pledge for Virginia Green Travel & Business Associations; **however, if you have office, we require that you address the basic Virginia Green elements in your facility:**

☐ **We do not have a facility (retail location, office, etc.)**

OR

We Pledge that we:

☐ **Recycle.** All facilities/offices should have some sort of visible recycling program, recycling at least aluminum cans for visitors and staff. Recycling of plastic, glass, cardboard, and office paper are strongly encouraged as well.

☐ **Use Water Efficiently.** Facilities/offices should have a plan to conserve water and use it efficiently.

☐ **Conserve Energy.** Facilities/offices should have a plan in place that encourages energy conservation and efficiency.

Please provide additional detail about your greening activities. These will be included in your facility profile on the web.

Support Virginia Green – we pledge that we:

- ☐ Encourage clients who are in the tourism industry to join Virginia Green.
- ☐ Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
- ☐ Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
- ☐ Establish a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
- ☐ Send out an email or a mailer to our membership about Virginia Green.
- ☐ Make an official Virginia Green Endorsement of some kind through our Board or other Committee to support Virginia Green.
- ☐ Set a goal for recruiting of our member facilities to join Virginia Green.
- ☐ Include a Virginia Green feature in our newsletter or other publication.
- ☐ Display our Virginia Green certificate prominently in our facility / offices and use the Virginia Green window decals.
- ☐ Use the Virginia Green logo on signage pointing out recycling or other “green” improvements in our facility.
- ☐ Highlight our involvement in Virginia Green on our website and have a link to our Virginia Green facility profile.

Green Meeting & Conferences – we pledge that we:

- ☐ Have our conferences at a Virginia Green Lodging facility, and let the facility know that we want a “green event!”
- ☐ Minimize copying and always make 2-sided copies.
- ☐ Do not use any [disposable containers, dishware, cutlery, or cups](#)
- ☐ Use [disposable foodservice items that are made from bio-based, renewable materials](#) (corn, bamboo, potato starch, sugarcane, etc.)
- ☐ Use [disposable foodservice items that are made with recycled content](#)
- ☐ Use [disposable foodservice items that are recyclable](#) (in your area!)
- ☐ Use [compostable food service items and direct this material to available composting operations in your area](#)
- ☐ Use [cloth napkins](#)
- ☐ Use [reusable coffee filters](#)
- ☐ Use [non-bleached napkins and coffee filters](#)
- ☐ Provide [condiments, cream and sugar, etc. in bulk](#)
- ☐ Use [water pitchers to minimize the use of single-use bottles](#)
- ☐ Avoid box lunches, and purchase trays/platters of food instead.

For more ideas on green meetings, go to www.deq.virginia.gov/p2/lodging/eventplanning.html.

Other actions taken related to meetings and conferences:

If you have office or retail space, we require that you address the basic Virginia Green elements in your facility:

Recycling – we pledge that we:

- ☐ Are located in an area where a comprehensive recycling program is not feasible
- ☐ Have a recycling program and recycle:
 - ☐ Glass
 - ☐ Aluminum Cans (**required for Virginia Green Travel & Business Associations**)
 - ☐ Plastic
 - ☐ Office Paper
 - ☐ Toner cartridges

- ☐ Newspaper
- ☐ Cardboard
- ☐ Packing Supplies
- ☐ Fluorescent Lamps (may be required by law)
- ☐ Batteries (may be required law for NiCad and Lead-Acid)
- ☐ Electronics equipment – computers, etc (may be required by law)
- ☐ Other actions taken related to recycling:

Please identify your recycling vendor or service (the company and/or local government that collects your recyclables) (**required for Virginia Green**)

Solid waste reduction – we pledge that we (minimum of 3 required**):**

- ☐ Track overall waste bills
- ☐ Have numeric goal to reduce overall materials that go to the landfill
- Restrooms
- ☐ Use [bulk soap dispensers](#) in public restrooms
- ☐ Use [high-efficiency hand-dryers](#)
- ☐ Purchase [recycled-content paper-towels and toilet paper](#)

Office

- ☐ [Remove facility and staff names from junk mail lists](#) when possible
- ☐ [Reuse scrap paper for notes](#)
- ☐ [Reuse or donate shipping and packing supplies](#) (peanuts, bubble wrap, etc.)
- ☐ Use [refillable pens and toner cartridges](#)
- ☐ Purchase [recycled paper with a high-percentage recycled content](#)
- ☐ Make [double-sided photocopies](#) and avoid making extra photocopies
- ☐ Use [electronic correspondence and forms when possible](#)

Buildings and grounds

- ☐ Use [green cleaning products](#) that are dispensed in bulk
- ☐ Install [carpet with sustainable or recycled content and low-VOC adhesives](#)
- ☐ Use [reused building materials](#) or those from sustainable sources
- ☐ Use [latex low or no-VOC paints](#)
- ☐ [Re-use paint thinners](#)
- ☐ Properly [recycle and/or dispose of thinners and solvents](#) (required by law)
- ☐ Perform [preventative maintenance](#) on all appliances, HVAC systems, plumbing, and vehicles
- ☐ Use [integrated pest management](#) (IPM)
- ☐ [Minimize use of pesticides and herbicides in landscaping](#)
- ☐ Other actions taken to reduce solid waste:

Water conservation – we pledge that we (minimum of 3 required**):**

- ☐ [Track overall water usage and wastewater costs](#)
- ☐ Have established a [numeric goal to reduce water](#) consumption over time

Activities indoors

- ☐ Perform [preventative maintenance](#) to stop drips and leaks
- ☐ Use [water-flow metering](#) to discover leaks and areas of high use
- ☐ Have installed:
 - ☐ [High efficiency dishwashers](#)
 - ☐ [Low flow faucets and showerheads](#) (use less than 2.5 gallons per minute)
 - ☐ [Low flow toilets](#) (use 1.6 gallons per flush or less)
 - ☐ [Waterless urinals](#)
 - ☐ [Composting toilets](#)
 - ☐ [Automatic faucets or toilets in public restrooms](#)
- ☐ Use [microfiber technology mops](#)

Activities outdoors

- ☐ Have an effective [landscape management plan](#) which includes one or more of the following:
 - ☐ Utilizes [native species](#)
 - ☐ Utilizes [metering and rain gauges](#)
 - ☐ Minimizes lawn areas
- ☐ Have an effective stormwater management plan which includes one or more of the following:
 - ☐ [Rain gardens](#)
 - ☐ [Pervious pavement](#)
 - ☐ [Minimization of impervious areas \(paving, concrete, etc.\)](#)
- ☐ Have installed a [green roof](#)
- ☐ Have installed [cisterns](#)
- ☐ Have installed [rain barrels](#)
- ☐ Have installed [drip line irrigation](#)
- ☐ Maintain [vegetative buffers](#) around streams and ponds
- ☐ Use a [nutrient management plan](#) that minimizes the use of fertilizers
- ☐ Other actions taken related to water conservation & efficiency:

Energy Efficiency – we pledge that we (*minimum of 3 required*):

- ☐ [Track overall energy bills](#)
- ☐ Have had an [energy audit](#) to identify efficiency opportunities within the past 12 months
- ☐ Have established a [numeric goal](#) to reduce energy usage over time
- ☐ Calculate the environmental impacts of the facility's energy usage by using a [pollution calculator](#)
- ☐ Use ENERGY STAR's [Portfolio Manager](#)

Heating and cooling

- ☐ Have [individual thermostats](#) for each room; ensure they are correctly adjusted
- ☐ Have installed [ceiling fans](#)
- ☐ Have installed [ENERGY STAR-rated windows and doors](#)
- ☐ Regularly perform [preventative maintenance on HVAC system](#)
- ☐ Have installed a [high efficiency HVAC system](#)
- ☐ Keep office doors and windows closed if HVAC system is on
- ☐ Have installed [geothermal heating and cooling](#)

Lighting

- ☐ Use [natural lighting](#)
- ☐ Use [lighting sensors](#) to turn on/off lights
- ☐ Use [occupancy sensors](#) to turn on/off lights
- ☐ Have adopted a policy/practice to turn off lights in unoccupied rooms
- ☐ Have installed [high efficiency fluorescent ballasts and lamps](#) (T-5 and T-8)
- ☐ Have installed [compact fluorescent light bulbs](#) in all rooms and canned lighting
- ☐ Have installed [LED Exit Signs](#)
- ☐ Have installed [directional \(downward-facing\) lighting](#) in parking areas and other outdoor areas
- ☐ Have adopted a policy/practice to minimize the use of lighting during night cleaning

Appliances and electronic devices

- ☐ Use [ENERGY STAR qualified appliances](#) (commercial kitchens, heating and cooling, consumer electronics)
- ☐ Use [ENERGY STAR qualified office equipment](#) (computers, monitors, copiers, printers, etc.)
- ☐ Have adopted a policy/practice to turn off fans, computers, monitors and other devices in unoccupied rooms at the end of the workday or when otherwise not being used
- ☐ Have joined ENERGY STAR's [Low Carbon IT Challenge](#)

Transportation-related energy use

- ☐ Use [alternative fuel, hybrid-electric, or electric vehicles](#)

Source of energy

- ☐ Generate electricity from [photovoltaic solar panels](#)
- ☐ Have installed a [solar water heating system](#)
- ☐ Generate electricity from a [wind turbine](#)
- ☐ Purchase [Green Tags or Renewable Energy Certificates](#) to support new renewable energy resources
- ☐ Purchase [Green Power](#) from utility
- ☐ Are an EPA [Green Power Partner](#)

Building construction and renovation

- ☐ Achieved [LEED certification](#) at the _____ level during the facility's construction
- ☐ Are working to or have achieved [LEED-EB \(existing building\) certification](#) through operational changes and renovations
- ☐ Earned the [ENERGY STAR label](#) for our building
- ☐ Other actions taken related to energy conservation & efficiency:

**** Leasing your facility?**** Well, you can't just throw up your hands and say, "we can't do anything about it!" You still have the opportunity to inform the owner/managers of your building about Virginia Green and the potential cost savings and environmental benefits. Let them know that you are a Virginia Green participant and these issues are important to your organization.

We pledge that we:

- ☐ Had a meeting with our landlord to discuss environmental issues listed above.

Other Sustainability Actions (such as purchase locally produced products and supplies, purchase organic or sustainably grown food, protect/ enhance wildlife habitat on property, educate customers about efforts to reduce our environmental impacts, etc.). [This statement will be included on your profile.](#)

TRAVEL & BUSINESS ASSOCIATION INFORMATION

Business Name:			
Address:			
Website:			
Contact Name:			
E-Mail:		Phone:	

What type of association are you? Please provide a 1-2 sentence description of your association. [This statement will be included on your profile.](#)

Why did your association decide to join Virginia Green? Please explain in a few sentences why your association is committed to pollution prevention. [This statement will be included on your profile](#)

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☐ **Logo & 2 Pictures!** Please email us your logo and 2 pictures that you would like for us to include in your profile.

Complete this checklist and email it to us at viriniagreen@deq.virginia.gov

You may also print the completed application and Mail it to:

Virginia Green Program
Virginia DEQ Office of Pollution Prevention
PO Box 1105 Richmond, VA 23240-1105
804-698-4172

Thank you for voluntarily committing to minimize your impact on the environment!

Virginia Green is a partnership program supported by

